

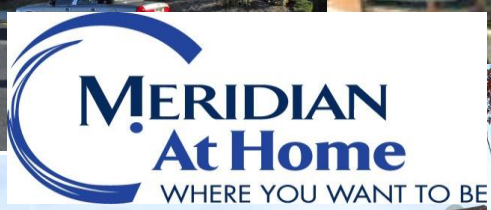
Hospital Perspective Meridian Health

The New Jersey Statewide Network for Cultural Competence
2nd Annual Conference

October 19th, 2012
Middlesex Fire Academy
Sayreville, NJ



Cultural Diversity Department



Patient Experience & Outcomes

Cultural Recognitions

Vendor Diversity

Language Assistance Program

Team Member Experience & Satisfaction

Diversity Metrics & Demographics

Cultural Competence Training

Sensitivity & Awareness

Diverse Community Relationships

Strategic Initiatives

Compliance & Legal

HR Issues: Recruitment & Retention



MERIDIAN HEALTH

Jersey Shore University Medical Center
MEMBER OF THE MERIDIAN HEALTH FAMILY

K. Hovnanian CHILDREN'S HOSPITAL
AT JERSEY SHORE UNIVERSITY MEDICAL CENTER
MEMBER OF THE MERIDIAN HEALTH FAMILY

Ocean Medical Center
MEMBER OF THE MERIDIAN HEALTH FAMILY

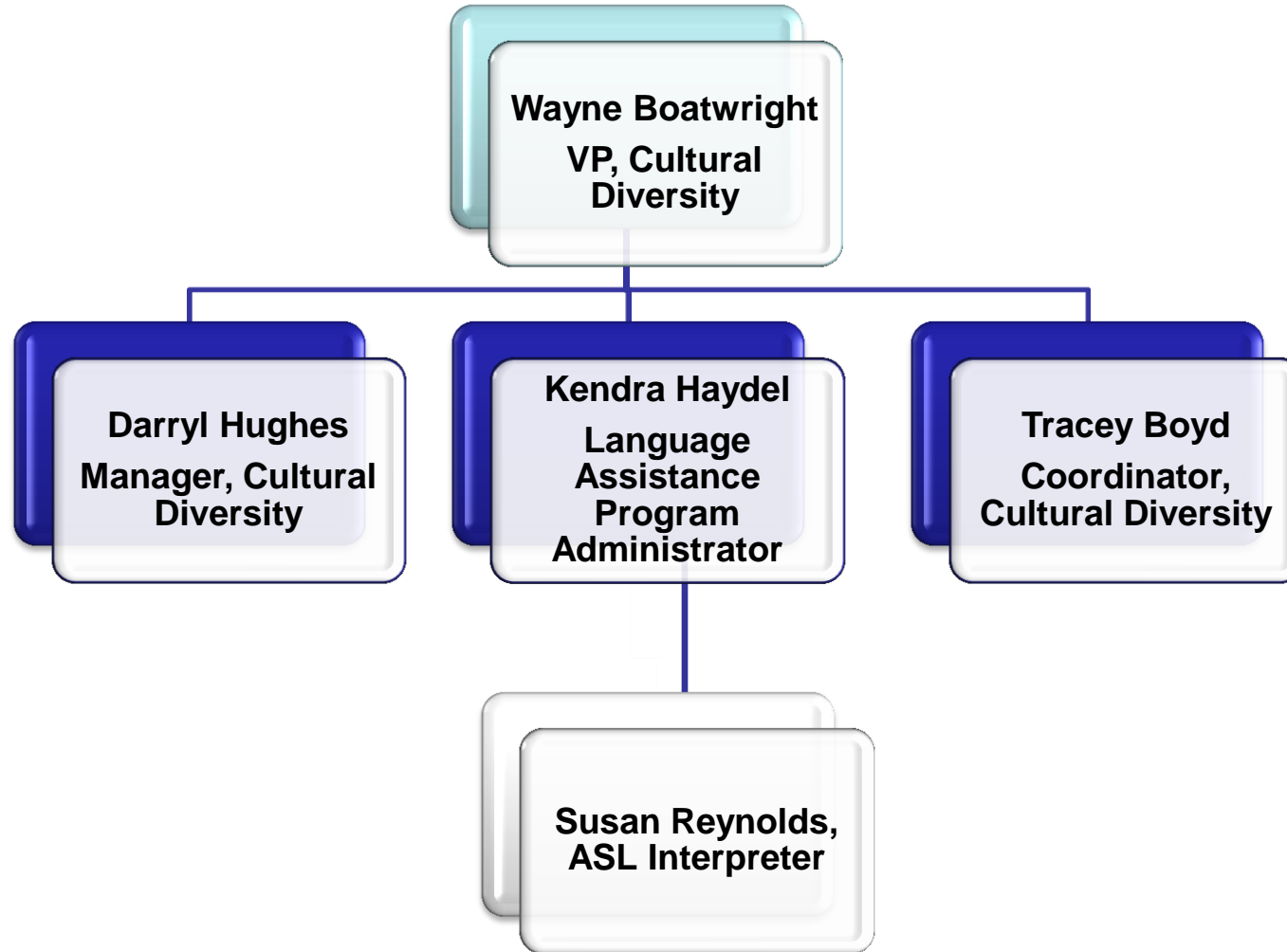
Riverview Medical Center
MEMBER OF THE MERIDIAN HEALTH FAMILY

Southern Ocean Medical Center
MEMBER OF THE MERIDIAN HEALTH FAMILY

Bayshore Community Hospital
MEMBER OF THE MERIDIAN HEALTH FAMILY

MERIDIAN Partner Companies

Cultural Diversity Department Organizational Chart



Meridian Service Area Demographics

White/Caucasian



African-American



Haitian



Jehovah's Witness



Latino/Hispanic



Asian



Orthodox Jewish



Muslim



Gay / Lesbian



Tourists / Visitors



Source: Meridian Health
Strategic Planning

Meridian Top 10 Patient Non-English Language Preferences, 2012

Top 10 Language Preferences
Spanish
French Creole
Haitian Creole
American Sign Language
Mandarin (Chinese)
Russian
Portuguese
Hindi
Korean
Arabic

Source: Pacific Interpreters

Meridian Health's Cultural Diversity Services: Language Assistance Program (LAP)



- **In-Person (LEP) Interpretation**
- **Sign Language (ASL) Interpretation**
- **Telephonic Interpretation**
- **Video Remote Interpretation**
- **Document Translation Services**

Meridian Health's Cultural Diversity Services: Training and Awareness

- Cultural competence training
 - Physician cultural competence training
 - The Cultural Ambassador Program - a joint project with the Ann May Center for Nursing
- Awareness / Sensitivity Training Courses
 - Multi-Cultural Customer Service
 - Cross-Cultural Sensitivity Workshop – “Ouch”
 - Understanding Generational Differences
 - Utilizing Language Assistance, Interpretation & Translation services
 - Religious Diversity Grand Rounds 2011
 - Online e-Learning courses
 - Diversity in the Workplace
 - Cultural Competence: Background & Benefits
 - Cultural Competence: Providing Culturally Competent Care

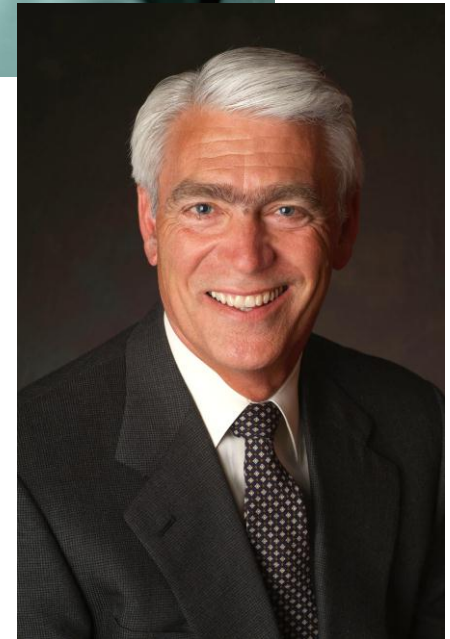


How Meridian Health
Goes About Its Diversity Mission
**THE MERIDIAN WAY:
INGREDIENTS FOR SUCCESS**

1. WHAT WERE THE STRATEGIC IMPERATIVES THAT JUMP STARTED THE CULTURAL DIVERSITY DEPARTMENT?

Key Ingredient #1: Leadership Commitment & Vision

- Agreement on strategic diversity imperatives
- Buy-in from senior leadership and the Board
- Vision and commitment that we can do better
 - “From good to great”
 - The Business case for diversity
 - More than just the right thing to do
- Top down approach
- Strategic planning
- Resources:
 - Budget
 - Competent staff



Key Ingredient #2: Collaboration



- *Diversity progress doesn't just happen on its own.*
- Must-have skill sets for staff:
 - Technical competence
 - Knowledge of the community
 - Diplomacy & utmost professionalism
 - Knowledge of Federal, state, and industry accreditation standards
 - Joint Commission
 - CLAS Standards
 - ADA
 - Title VI

Key Ingredient #2: Collaboration



- Ability to reach out and develop/manage key relationships internally and externally
- Knowledge of our system's business model and the economic drivers of our hospitals, departments, and partner companies
- Ability to find, nurture, and harness champions for diversity throughout the organization

Key Ingredient #2: Collaboration

- Examples of successful collaborations with the Diversity Team
 - Meridian's Language Assistance Program
 - Meridian's Nursing Cultural Ambassador Program
 - Working partnership with Human Resources & Organizational Effectiveness
 - Meridian's system wide Cultural Recognition events



2. COMMUNITY RELATIONS AND STRATEGIC PLANNING?

Key Ingredient #3: Know Your Community



- Community relationships are key
- *Your internal community is also your external community.*
- Trust & Accessibility
- Meridian's Community Health Needs Assessment
- Must convey a professional business approach to the community

Key Ingredient #3: Know Your Community

- Community-focused efforts used by Meridian:
 - Community Advisory Committees
 - Hospital-based
 - African-American Partners In Health
 - Unidos
 - Partners In Health for the Deaf
 - Specialty patient liaison for the Observant Jewish community
 - Outreach to Haitian community leadership
 - JSUMC's H1N1 vaccination effort
 - Cancer Prevention Study #3 enrollment effort



3. WHAT ABOUT ACCOUNTABILITY? “TREASURE WHAT YOU MEASURE!”

Key Ingredient #4: Accountability & Measurement

- “Measure what you treasure”
- Indicators for benchmarking and progress tracking
 - Forbes 100 Top Employers Trust Index
 - Magnet Nursing status
 - Gallup Annual Employee Survey
 - Patient Satisfaction
 - Community and patient demographics
 - Bottom line implications
 - Bloodless medicine program
 - Employee Resource Groups



4. WHAT DRIVES MY PASSION TO CONTINUE DOING THIS WORK?

Summary: What drives your passion for this area?

- Taking Care of New Jersey
 - How do we do a better job of taking care of our patients and employees?
 - How do we become innovative in advancing diversity (generational, emerging trends)?
- Personal commitment
 - Is it ok to not treat a sick person because they don't speak the language or come from a different place or culture?
 - Is that the kind of country we want to live in?
 - Those of us who are called to healthcare would find it difficult to live in that world.